

Full Length Research Paper

Effect of physical attractiveness and customer perceived service quality in the cosmetology industry

Ching-Sung Lee¹, Yen-Cheng Chen^{2,3*}, Tung-Han Yu³ and Pei-Ling Tsui^{4,5}

¹Department of Restaurant, Hotel and Institutional Management, Fu-Jen Catholic University, Taiwan.

²Department of Cosmetic Science and Management, Mackay Medicine Nursing and Management College, Taiwan.

³Graduate Institute of Business Administration, Fu Jen Catholic University, Taiwan.

⁴Department of Hospitality Management, National Taitung College, Taiwan.

⁵Graduate Institute of Technological and Vocational Education, National Taipei University of Technology, Taiwan.

Accepted 22 September, 2011

Many literatures studied the effects of attractiveness of advertising stars or models to consumers. However, few studied attractiveness of hair stylists. Attractiveness is common in marketing researches, along with genders and ages. Businesses can provide customized service to particular customers according to the information. This study aims to discover effects of stylist attractiveness to perceived service quality of customers with varying genders and ages under proper or improper service circumstances. This study uses questionnaires to test subjects with different demographic variables. Totally 470 effective samples are recovered. Two-way analysis of variance (ANOVA) was applied to analyze the data. Results showed that attractive stylists lead to higher perceived service quality whether a proper or improper service was provided. Meanwhile, genders and ages of customers receive different impacts from stylist attractiveness to perceived service quality. The results have reference value to service industry, cosmetology industry or businesses with similar service circumstances.

Key words: Stylist, physical attractiveness, perceived service quality, cosmetology industry.

INTRODUCTION

Economic growth and higher living standard result in the booming need of service industry. People seek luxury services and commodities after their basic need are satisfied. People start to pursue high quality goods and admirable appearance. Under the circumstance, hair and appearance styling services also develop with the wave. Competition among firms is intense. It is vital for businesses to provide better service quality and win customer loyalty.

In intensive competition, firms seek to separate themselves from their competitors. Service quality is one

way to develop competitive advantage (Jannadi, 2001). High perceived service quality leads to high satisfaction. Customer satisfaction is a decisive factor for repurchasing, goodwill and customer loyalty (Anderson and Sullivan, 1993). Customer perceived service quality is based on expectation (Parasuraman et al., 1988). Customer expectation is often built on their experience of being served, and then used to establish perceived service quality and satisfaction. Oliver (1977) suggested that personal difference may affect satisfactory evaluation result from expectation and perceived service quality.

Developing long-term relationship with customers is already an emphasis to marketing managers. Service is different from tangible products because of the characteristics of intangible, heterogeneous, indivisible and perishable (Parasuraman et al., 1985; Kolter, 1994; Regan, 1963). Customer insecurity arises since they cannot see or touch service products beforehand as tangible goods. The uncertainty is even higher if the

*Corresponding author. E-mail: s404@eip.mkc.edu.tw. Tel: +886-2-2858-4180. Ext: 2282. Fax: +886-2-28584183.

Abbreviations: ANOVA, Analysis of variance; HAM, High attractive models; NAM, normally/moderately attractive models.

service is complicated, unfamiliar and long-term delivery. Uncertainty comes from the possibility of negative experience and result from service failure. Maintaining friendly and quality relationship with customers usually lowers uncertainty of customers and increases security. Thus, developing and maintaining good relationship with customers is crucial and urgent for businesses.

Dion et al. (1972) concluded that "what is beauty is good" in their study of model attractiveness. Attractive people receive more positive impression such as successful career and happy marriage, while less attractive people do not receive the same impression. Baker and Churchill (1977) found that attractive advertising models positively affects advertising attitude, product attitude and purchase intention. Caballero and Pride (1984) drew the same conclusion as highly attractive models leads to higher purchase intention.

Petorshins and Crocker (1989) also found that attractiveness has major impact on advertising attitude and purchase intention. However, highly attractive models may lower the evaluation of female customers to the products, and then to purchase intention. Bower and Landreth (2001) suggested that highly attractive models may not be the most efficient choice.

Stereotype of attractiveness is known to associate with prejudice and discrimination when hiring employees (Berger et al., 1977). Although Hosoda et al. (2003) believed that the effect of attractiveness is diminishing; characteristics such as attractiveness, enthusiasm, smile and kindness are still taking into account when hiring stylists and service attendants in hair salons.

This study focuses on clarifying: (1) how does stylist attractiveness affect perceived service quality with different customer genders; (2) how does stylist attractiveness affect perceived service quality with different customer ages. Although the investigation is conducted with circumstances of service in hair salons, the results can also be applied to the cosmetology industry such as hair salons, SPA, massage services or any other businesses which have similar customer service circumstances. Occupations which have high customer contacts such as sales person, waiters and bartenders may refer to the result of this study.

LITERATURE REVIEW

Service quality model

Parsuraman et al. (1985, 1988) and Zeithaml et al. (1988) contribute greatly on constructing the assessment model of service quality. They developed two important models of service quality assessment: (1) Customer assessment of service quality model; (2) SERVQUAL model.

Customer assessment of service quality model

The model is also known as PZB model. This model compares the difference between expected service and

perceived service. Customers have their own expectation to the service they are about to receive. After the service is done, the difference of expectation and perception is perceived service quality. Perceived service quality is subjective assessment of customers. Generally, when perceived service is better than expected service, perceived service quality is higher. On the other hand, if expected service exceeds perceived service, perceived service quality is lower.

Customers assess expectation and perception with several basic measurements. PZB model adopted ten dimensions to describe customer assessment of service quality:

- (1) Tangibles: Appearance of physical facilities, equipment, personnel and communication materials.
- (2) Reliability: Ability to perform the promised service dependably and accurately.
- (3) Responsiveness: Willingness to help customer and provide prompt service.
- (4) Competence: Possession of required skill and knowledge to perform service.
- (5) Courtesy: Politeness of required skill and knowledge to perform service.
- (6) Credibility: Trustworthiness, believability and honesty of the service provider.
- (7) Feel secure: Freedom from danger, risk or doubt.
- (8) Access: Approachable and easy of contact.
- (9) Communication: Listens to its customers and acknowledges their comments. Keeps customers informed in a language which they can understand.
- (10) Understanding the customer: Making the effort to know customers and their needs.

Measurement of customer expectation is the most difficult part. It is affected by many variables. Each customer also receives different influence from these variables. The model adopted five factors that affect customer expected service: Word of mouth, personal needs, past experience, external communication and service price.

- (1) Word of mouth: Customers will talk about perceived service quality from their experience whether it is good or bad. Normally customers are prone to talk about bad experience. Customers expect better service from firms with good reputation.
- (2) Personal needs: Customers will expect more from what they need more. For instance, if customers value good atmosphere, they would expect good atmosphere from a hair salon.
- (3) Past experience: Customers set their expectation level based on past experience. Customers who often go to high-end hair salons expect better service than those who only go to family barber shops.
- (4) External communication: Advertisement, propaganda, sales person introduction and service personnel agreement directly affect expected service of customers. Customers expect better from a hair salon positioning at super luxury or five star levels.

(5) Service price: Customers expect more from expensive services and less from cheap services.

Dimensions of service quality

Parasuraman et al. (1988) refined five factors: tangibles, reliability, responsiveness, assurance and empathy from the ten dimensions addressed in Parasuraman et al. (1985). Questionnaires with 97 items were sent to home appliance repairing companies, banks, long-distance telephone companies, stock brokers and credit card centers and analyzed. The result was used to develop SERVQUAL scale with 22 items. SERVQUAL is the first systematic service quality evaluation scale with high reliability and validity. In application, researcher usually first use SERVQUAL to investigate customer expected service quality. Then again investigates customer perceived service quality after the services were done. The gap between expected service and perceived service is defined as service quality.

Physical attractiveness

Social psychologists believe that physical appearance is one of social order faces. Physical attractiveness greatly affects the social function of any individuals (Kalick, 1978). Physical appearance is closely related to everyday life. Physical appearance renders first impression when interacting with people. People usually like attractive individuals more. Attractiveness is an advantage in personal interactions. For this reason, people tend to care a lot of their appearance.

Patzer (1983) defined physical attractiveness as the pleasing degree an individual possesses to affect other people. Hatfield and Sprecher (1986) suggested that physical attractiveness is an ideal image of an individual which makes him/her quite pleasant. Smith (1985) pointed out that facial attractiveness is a major element for overall physical attractiveness. Richins (1991) directly concluded that high attractiveness means beautiful facial appearances. Since the study subjects in this research are stylists, attractiveness in this research stands for good facial appearances. Lin et al. (2001) applied questionnaires to investigate the relationship between the personalities of service providers and perceived service quality of customers. The research also pointed out the moderating effect of customer gender to the relationship.

Martin and Kennedy (1993) and Bower and Landreth (2001) manipulated physical attractiveness as high attractive and normally/ moderately attractive. High attractive includes fine facial appearance and graceful figure. Opposite to high attractive, normally/ moderately attractive means general appearance and figure which is similar to common people. The physical appearance discussed in this research means only facial beauty based on Smith (1985) and Richins (1991). High attractive models (HAM) imply models with beautiful

facial appearances, while normally/ moderately attractive models (NAM) imply models with common facial appearance. Judge et al. (2009) investigated the relationships between intelligence, attractiveness, confident and income. They found that all three mental abilities, physical attractiveness and core self-evaluation directly or indirectly affect income in a positive way. Johnson et al. (2010) explored the effects of "what is beauty is good" and "beauty is beastly" and found that in masculine sex-type occupations, physical attractiveness is detrimental since it is unimportant in those kinds of jobs.

Dion et al. (1972) concluded that "What is beautiful is good". Their research investigated the evaluation of male and female subjects on variant attractiveness pictures of models based on personality dimension and future life dimension. The experiment revealed that high attractive pictures are usually linked to positive personalities, better future lives, higher social status and occupations, successful careers, happier lives and marriages, better spouses. People give high appraisals to high attractive models. This halo effect is the stereotype of physical attractiveness. Also, physical attractiveness affects positive emotion of customers, and improves customer perception of creditability, friendliness, competence, customer concern and politeness (Sundaram and Webster, 2000). Baker and Chruchill (1977) high attractive models is advantageous in advertisement attitude, product attitude and purchasing intention. Caballero and Pride (1984) confirmed this result.

Petorshins and Crocker (1989) also found that attractiveness has significant effect on advertising attitude and purchasing intention. However, Bower (2001) pointed out that high attractive model could negatively affect product appraisal of female customers and purchasing intention. Bower and Landreth (2001) suggested that high attractive models may not be the only choice. Spathis et al. (2004) also confirmed the effect of customer gender on perceived service quality of customers. Ganesan-Lim et al. (2008) elucidated the effect of demographic variables to perceived service quality where the age of customers affect their perceived service quality. However, other research found no significant influence of customer gender to perceived service quality (Ndhlovu and Senguder, 2002; Al-Tamimi and Al-Amiri, 2003).

Appearance has become one of the indices for people to predict and classify others. Although some may argue that men cannot be judged by their looks or how superficial to judge from appearances, researchers still found that appearance weights a lot. Eagly and Ashmore (1991) studied the attractiveness stereotype of people and discovered three important facts: (1) Beauty is very influential for us to judge personalities of people. People who look good are also thought to be good; (2) High attractive people are thought to be more sociable; (3) Male and female are similar on developing beauty stereotype. They are both affected. Langlois and

Kalakanis (2000) also found that: (1) Beauty stereotype exists in our daily life; (2) People do link attractive people to positive personalities; (3) People prone to be more friendly with attractive people. Ulrich et al. (2008) demonstrated the effect of physical attractiveness in a state election.

Despite the biography and political agenda, constituencies are always more familiar with the appearance of candidates. Physical attractiveness significantly affects the result the election.

Researchers also found common stereotype of attractiveness from people with different ages. Children, teenagers, young adults and middle-age adults all give better appraisals to more attractive people (Dion et al., 1972; Johnson and Pittenger, 1984). Eagly et al. (1991) conducted a meta-analysis to 76 studies and made the conclusion that high attractive people usually are linked to higher social competence but lack of honesty and empathy. Both male and female among all ages are affected by appearance stereotype.

Apaolaza-Ibáñez et al. (2011) revealed the influences of relief from dissatisfaction with one's self-image on advertising. They suggested a strategy for firms to use high physical attractiveness models for advertising to extend the dissatisfaction of one's self-image, and imply the product of firms can relief that dissatisfaction (increase one's physical attractiveness) is very effective. From the literature review, we make two hypothesizes:

H₁: Customer age moderates the effects of attractiveness to perceived service quality.

H₂: Customer gender moderates the effects of attractiveness to perceived service quality.

EXPERIMENTAL METHODS

Experiment design and sample selection

To successfully manipulate variables in this study, we conduct the experiment in a controlled environment with purposive sampling. The physical attractiveness of stylists and service quality provided are manipulated to fully discover the effects of customer ages, customer genders and physical attractiveness of stylists on perceived service quality. Since most stylists in hair salons are females of age around 25, all models used in this study are females. Models are separated into two groups of highly attractive and normally attractive. Subjects are all college students of department of styling and cosmetology and faculty members because of high level of similarity (Mowen and Brown, 1980; Mohr and Henson, 1996; Fischer et al., 1997). Subjects are randomly chosen from the department. The advantage of choosing college students in related major is that the subjects possess the expertise knowledge of the cosmetology industry and have higher demands of the service they received as a fastidious gourmet evaluating foods. Under such circumstances, the fact that subjects are still significantly affected by physical attractiveness of stylists instead of concentrating on the service contents themselves is strong evidence of impact of physical attractiveness to perceived service quality. Totally 470 valid questionnaires are selected from 500 questionnaires recovered including 230 females and 240 males of age between 16 and 55 (average 32). The recovery ratio is 94%.

Selection of model picture

The genders and ages of stylists are existing facts, while physical appearance is subjective. All pictures of models are shown to subjects and given scores of scales 1 to 9. The stimulating pictures are chosen with consensus method (Patzner, 1985). The chosen pictures of highly attractive stylist and normally attractive stylist are significantly different (7.01 vs. 4.46, $p < 0.05$).

Scenario design

The scenario considers five dimensions of tangibles, reliability, responsiveness, assurance and empathy in Parasuraman et al. (1988) and is based on the design in Mohr and Henson (1996). The situation of customers entered the salon, welcomed and served by the stylists is described to subjects. The pictures of selected stylists are shown to the customers now. Customers then communicate with stylists about the services they prefer and receive the service. Finally, subjects are asked to evaluate their perceived service quality about this experience.

Questionnaire

The questionnaire has two sections. The first one is perceived service quality, and the second is demographic. In perceived service quality, each dimension has two items: (1) How do you feel about service quality provided by this stylist; (2) How do feel about the overall service quality of this hair salon. The answer is a 7-point Likert scale ranging from "Extremely poor" to "Extremely good". The higher the score is, the better the perceived service quality.

In demographic section, the questions include gender, marriage, age, education and disposable income. Genders are biologically classified into female and male. Subjects of age 16-39 are classified into young aged, and 40-55 to middle aged (Thornton and Dumke, 2005).

Experimental process

Before the experiment, researcher will tell the participants that this is a service quality survey for a hair salon. The experiment is voluntary. Participants will be randomly assigned to a group. Then, researcher will ask the participants to imagine themselves as customers in the scenario. After reading the scenario, participants are given a picture of stylist who performs the service in the scenario. Finally, the participants fill the questionnaires about service quality and demographic information.

RESULTS AND ANALYSIS

Gender effect of customers on perceived service quality from stylists

This research uses two-way ANOVA to discover the impact of customer genders do to the perceived service quality in five service quality dimensions with different stylists. From Table 1, both female and male customers have significant higher score on tangibles and reliability to highly attractive stylist ($p < 0.05$). No significant differences exist in responsiveness, assurance and empathy for either female or male customers. The interaction between customer gender and stylist physical

Table 1. Gender difference of perceived service quality.

Service quality dimensions	Average (standard deviation) of perceived service quality					
	Female (n=115)			Male (n=120)		
	Highly attractive	Normally attractive	F	Highly attractive	Normally attractive	F
Tangibles	4.49 (1.39)	4.05 (1.16)	28.69***	5.02 (1.41)	4.08 (1.18)	30.63***
Reliability	4.74 (1.89)	4.05 (1.91)	7.49**	4.34 (1.95)	3.78 (1.87)	5.05*
Responsiveness	4.53 (2.34)	3.97 (2.25)	3.52	4.19 (2.20)	3.65 (2.23)	3.45
Assurance	4.52 (2.13)	3.96 (2.21)	3.79	4.23 (2.10)	3.77 (1.97)	3.01
Empathy	4.96 (1.95)	4.60 (1.96)	2.03	4.89 (1.72)	4.45 (1.82)	3.66

(1) "1" is extremely poor; "7" is extremely good; (2) * for $p < 0.05$; ** for $p < 0.05$; *** for $p < 0.001$.

attractiveness is insignificant. This phenomenon could be explained as the effect of appearance stereotype. While attractiveness gives customers good first impression, the dimensions responsiveness, assurance and empathy, which need longer time to build, still remain insignificant. The result does not support H_1 .

Age effect of customers on perceived service quality from stylists

From Table 2, under good and poor service conditions, young aged customers have significant higher score on perceived service quality of highly attractive stylist in all five dimensions. For middle aged customers, all dimensions are insignificant except for tangibles ($p < 0.05$). The interaction between customer age and stylist physical attractiveness is insignificant. The result support H_2 . Age difference affects perceived service quality performed by stylists with different degree of attractiveness. Middle aged customers, while having higher 'resistance' to physical attractiveness, are still affected by it.

Conclusion and discussion

Selecting the right personnel to provide service is critical to cosmetology industry or service industry while the customer satisfaction, business profit or even reputations are at stake. This study used questionnaires to investigate the effect of stylist physical attractiveness do to the perceived service quality of customer. While the service providers in the study are stylists in hair salon, the occupational characteristic and environment still fit most of the occasions in cosmetology industry or service industry. Model pictures were carefully selected and illustrated to the scenario designed with five dimensions of service quality to stimulate the subjects.

The result of this study suggests that subjects with different ages and genders give higher credit to highly attractive stylists than normally attractive stylists. Lin et

al. (2001) also found the moderating effect of customer gender to service providers' personality and customer perceived service quality. Similar moderating effect of customer gender does to the physical attractiveness and perceived service quality is found in this study. Spathis et al. (2004) also confirmed this finding. In this study, male customers give higher score in tangible dimension to highly attractive female stylist, while female customers are less affected. For young aged customers, significant difference in all five dimensions exists, while middle aged customers only have significant difference in tangible and reliability. This suggests that young aged customers are more prone to affected by the physical attractiveness of stylists. Managers should bear in mind this result while targeting young aged customers. Although Ganesan-Lim et al. (2008) showed the effect of demographic variable do to perceived service quality, other researches proved the effect is insignificant (Ndhlovu and Senguder, 2002; Al-Tamimi and Al-Amiri, 2003). The result of our study coincides with the argument of Dion et al. (1972) of "what is beauty is good" where attractive people give better impressions to others. Thus, this study recommends the strategy of selecting highly attractive stylists or employees for cosmetology industry or businesses with similar characteristic to improve customer perceived service quality. While selecting highly attractive employees seems to be an advantageous strategy in the case of cosmetology industry, basic requirement of personnel skills and training is still essential.

Recruiting right employees is crucial. In cosmetology industry, highly attractive service providers are advantageous in higher perceived service quality of customers. Under poor service condition, highly attractive service providers can offset the bad impression of customers; under good service condition, highly attractive service providers can enhance the good impression of customers. Such effects are very beneficial for businesses to build reputation and maintain customer loyalty.

Johnson et al. (2010) explored the effects of "what is beauty is good" and "beauty is beastly" and found that in masculine sex-type occupations, physical attractiveness

Table 2. Age difference of perceived service quality.

Service quality dimensions	Average (standard deviation) of perceived service quality					
	Young aged (n=160)			Middle aged (n=75)		
	Highly attractive	Normally attractive	F	Highly attractive	Normally attractive	F
Tangibles	4.95 (1.36)	4.05 (1.04)	48.89***	5.09 (1.51)	4.08 (1.54)	12.11**
Reliability	4.54 (1.92)	3.98 (1.78)	8.45*	4.74 (1.98)	4.24 (2.25)	3.45
Responsiveness	4.32 (2.30)	3.87 (2.24)	4.65*	4.58 (2.22)	3.98 (2.37)	1.98
Assurance	4.86 (2.13)	3.80 (2.21)	3.92*	5.06 (2.10)	4.80 (2.26)	2.80
Empathy	4.86 (1.85)	4.40 (1.86)	3.88*	5.10 (1.92)	4.60 (2.16)	1.46

(1)"1" is extremely poor; "7" is extremely good; (2)* for $p < 0.05$; ** for $p < 0.05$; *** for $p < 0.001$.

is detrimental since it is unimportant in those kinds of jobs. To the opposite, service providers in cosmetology industry are usually considered to be feminine sex-type occupations. The effect of physical attractiveness is very significant. The result of this study also coincides with Apaolaza-Ibáñez et al. (2011). Following their research, enlarge the feel of dissatisfaction of customers' self-image by using highly attractive service providers and relief the dissatisfaction with the service is a good strategy for attracting customers.

Generally speaking, highly attractive service providers significantly enhance the perceived service quality of customers. While selecting employees, managers should always choose the one with higher physical attractiveness, assuming the expertise of candidates are indifferent. Most managers in cosmetology industry only take the expertise of recruit candidates or the personal preferences of managers into consideration. Businesses should re-evaluate current recruiting policy. The physical attractiveness of service providers is very important as it help businesses to build their reputation and image, and resulting higher perceived service quality. With the same expertise, highly attractive service providers have better potential of achieving such business objectives.

REFERENCES

- Al-Tamimi HAH, Al-Amiri A (2003). Analysing service quality in the UAE Islamic banks. *J. Financ. Serv. Mark.*, 8(2): 119-132.
- Anderson E, Sullivan M (1993). The antecedents and consequences of customer satisfaction for firms. *Mark. Sci.*, 12(2): 125-143.
- Apaolaza-Ibáñez V, Hartmann P, Diehl S, Terlutter R (2011). Women satisfaction with cosmetic brands: The role of dissatisfaction and hedonic brand benefits. *Afr. J. Bus. Manage.*, 5(3): 792-802.
- Baker MJ, Churchill Jr. AG (1977). The impact of physically attractive models on advertising evaluations. *J. Mark. Res.*, 14: 538-555.
- Bower AB, Landreth S (2001). Is beauty best? Highly versus normally attractive models in advertising. *J. Advert.*, 30: 1-12.
- Caballero MJ, Pride WM (1984). Selected effects of sales person sex and attractiveness in direct mail advertisement. *J. Mark.*, 48: 94-100.
- Dion K, Berscheid E, Walster E. (1972). What is beautiful is good. *J. Pers. Soc. Psychol.*, 24: 285-290.
- Eagly AH, Ashmore RD, Makhijani MG, Longo LC (1991). What is beautiful is good, but A meta-analytic review of research on the physical attractiveness stereotype. *Psychol. Bull.*, 110: 109-128.
- Fischer E, Gainer B, Bristor J (1997). The sex of the service provider: Does it influence perceptions of service quality? *J. Retail.*, 73(3): 361-382.
- Ganesan-Lim C, Russell-Bennett R, Dagger T (2008). The impact of service contact type and demographic characteristics on service quality perceptions. *J. Serv. Mark.*, 22(7): 550-561.
- Jannadi OA (2001). Measuring service quality. *Strat. Dir.*, 17(7): 18-20.
- Johnson SK, Podratz KE, Dipboye RL, Gibbons E (2010). Physical attractiveness biases in ratings of employment suitability: Tracking down the "Beauty is Beastly" effect. *J. Soc. Psychol.*, 150(3): 301-318.
- Judge TA, Hurst C, Simon LS (2009). Does it pay to be smart, attractive, or confident (or all three)? Relationships among general mental ability, physical attractiveness, core self-evaluations, and income. *J. Appl. Psychol.*, 94(3): 742-755.
- Kolter P (1994). *Marketing Management: Analysis, Planning, Implementation and Control*, 8th Ed., New York: Prentice-Hall.
- Langlois JH, Kalakanis L, Rubenstein AJ, Larson A, Hallam M, Smoot M (2000). Maxims or myths of beauty? A meta-analytic and theoretical review. *Psychol. Bull.*, 126: 390-423.
- Lin NP, Chiu HC, Hsieh YC (2001). Investigating the relationship between service providers' personality and customers' perceptions of service quality across gender. *Total Qual. Manage.*, 12(1): 57-67.
- Martin MC, Kennedy PF (1993). Advertising and social comparison: Consequences for female pre-adolescents and adolescents. *Psychol. Mark.*, 10: 512-530.
- Mohr L, Henson S (1996). Impact of employee gender and job congruency on customer satisfaction. *J. Consum. Psychol.*, 5(2): 161-167.
- Mowen JC, Brown SW (1981). On explaining and predicting the effectiveness of celebrity endorsers. *Adv. Consum. Res.*, 8: 437-441.
- Ndhlovu J, Senguder T (2002). Gender and perception of service quality in the hotel industry. *J. Am. Acad. Bus.*, 1(2): 301-307.
- Oliver R (1977). Effects of expectation and disconfirmation on post-exposure product evaluation: An alternative interpretation. *J. Appl. Psychol.*, 62(4): 480-486.
- Parasuraman A, Zeithaml VA, Berry LL (1985). A conceptual model of service quality and its implications for future research. *J. Mark.*, 49: 44-50.
- Parasuraman A, Zeithaml VA, Berry LL (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *J. Retail.*, 64(1): 12-40.
- Patzer GL (1985). Source credibility as a function of communicator physical attractiveness. *J. Bus. Res.*, 11: 229-241.
- Regan WJ (1963). The Service Revolution. *J. Mark.*, 27: 57-62.
- Richins ML (1991). Social comparison and the idealized images of advertising. *J. Consum. Res.*, 18(7): 71-83.
- Smith GJ (1985). Facial and full-length ratings of attractiveness related to the social interaction of young children. *Sex Roles*, 12: 287-293.
- Spathis C, Petridou E, Glaveli N (2004). Managing service quality in banks: customer's gender effects. *Manag. Serv. Qual.*, 14(1): 90-102.
- Sundaram DS, Webster C (2000). The role of nonverbal communication in service encounters. *J. Serv. Mark.*, 14(5): 378-391.

- Thornton WJL, Dumke HA (2005). Age differences in everyday problem-solving and decision-making effectiveness: A meta-analytic review. *Psychol. Aging*, 20(1): 85-99.
- Ulrich R, Markus K, Tilo B (2008). The frog pond beauty contest: Physical attractiveness and electoral success of the constituency candidates at the north Rhine-Westphalia state election of 2005. *Eur. J. Polit. Res.*, 47(1): 64-79.
- Zeithaml VA, Berry LL, Parasuraman A (1988). Communication and control process in the delivery of service quality. *J. Mark.*, 52: 35-48.